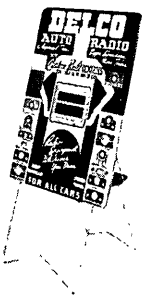
DELCO AUTO RADIO

Cooperative Advertising

The Metal Display Stand, Neon-Effect Sign, Envelope Enclosure, large Banner and Newspaper Advertisements are furnished on a 50-50 basis up to 5% of your net purchases of 1937 Delco Auto Radios. In addition radio broadcasting (spot announcements) featuring Delco Auto Radios only can be had on the same co-operative basis, providing copy of the script and receipted invoices are attached to the credit request.

Distributors desiring the Phonograph Playback and the Auto Radio Presentation Record can also purchas thes items on this co-operative plan.

Your advertising credit will be figured against your net purchases of 1937 Delco Auto Radio models only—parts, accessories, etc., are not to be included. Only the items mentioned here and no others are available on a 50-50 plan. Convenient forms are furnished to aid in figuring credit allowance due each month on your advertising expenditures.



METAL DISPLAY STAND—
A-237—22" x 47"

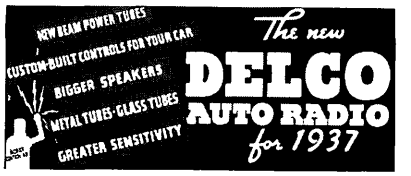
Lithographed in three beautiful colors, red and black on a deep blue background. Designed to display any of the 1937 Delco Auto Radios. Built-in battery or power unit rack provided.

Price $1.60 Each, f. o. b. Chicago

WINDOW STREAMER
A-237—55" x 15"

A real attention-demanding streamer printed in two attractive colors, red and blue on a yellow background.

Gratis



ATTRACTIVE CLOTH BANNER—A-205—36" x 71"

For outdoor and indoor use—printed in blue, red and yellow on a new special sheet, superior to the average cloth banner.

Price $ .50 Each, f. o. b. Detroit

NEON-EFFECT SIGN—
A-840—7" x 16"

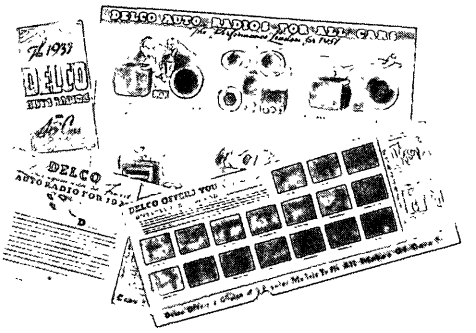
Delco Neon-Effect Sign has glass face in three colors, red, green and silver with a black background. It can be used in show windows or on the counter. Complete with light bulb and plug-in cord.

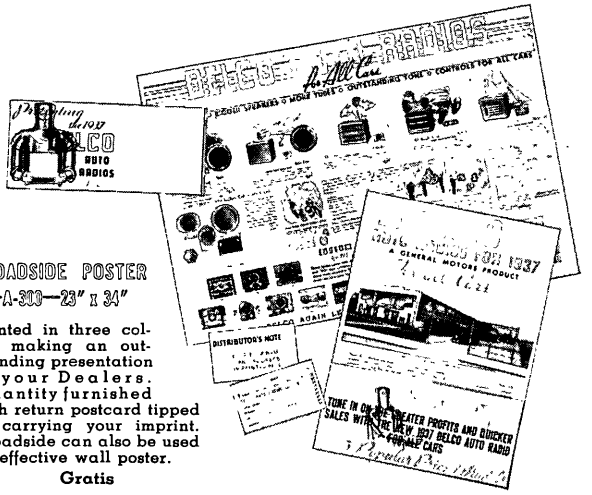
Price $2.75 Each, f. o. b. Detroit

ENVELOPE ENCLOSURE
—A-333

A newly designed envelope enclosure featuring all five Delco Auto Radio models, seventeen popular custom controls and important features. Attractively designed and printed in two colors.

Price ½c Unimprinted and ¾c Imprinted





BROADSIDE POSTER
—A-303—23" x 34"

Printed in three colors making an outstanding presentation to your Dealers. Quantity furnished with return postcard tipped in carrying your imprint. Broadside can also be used as effective wall poster.

Gratis

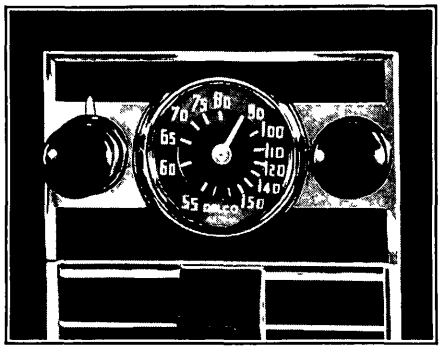
NEWSPAPER MATS

Mats of effective newspaper advertisements have been prepared in one and two column sizes and will be furnished upon request.

Gratis

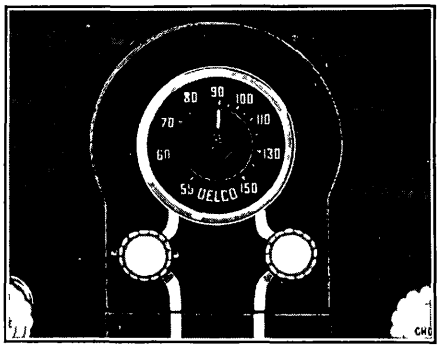
Custom-Built
CONTROLS

FOR 1937, 1936, 1935 AND 1934 MOTOR CARS

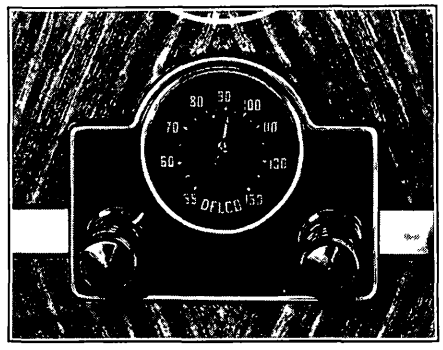


CHEVROLET

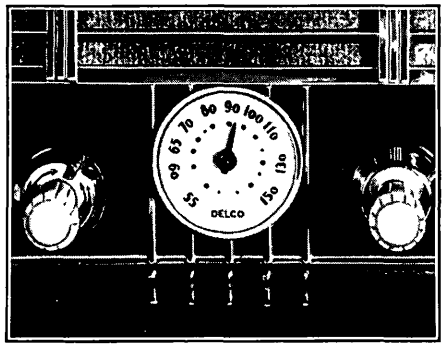
Delco leads again with the most complete line of controls for 1937, 1936, 1935 and 1934 cars. Controls for the most popular 1937 cars are shown here. There are many more available. Notice the full-vision dials on the Delco Custom Built Controls—see how easy they are to read. With Delco you have your choice of controls.



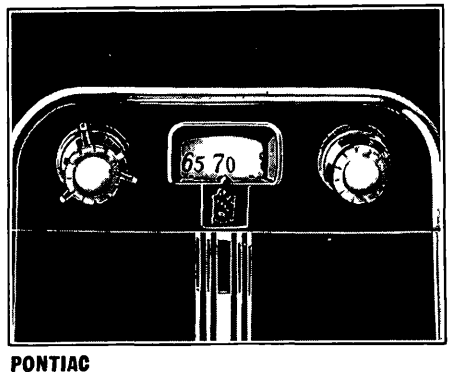
FORD



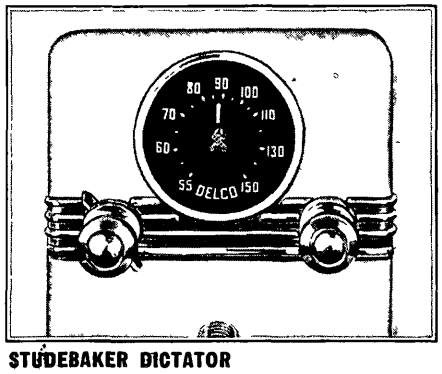
PLYMOUTH



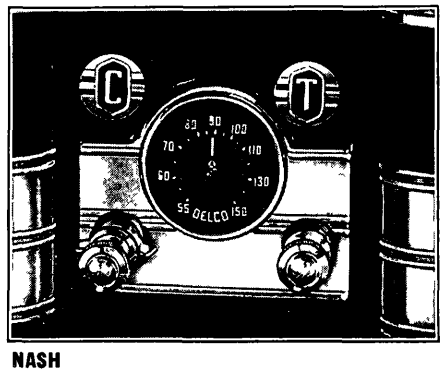
BUICK 40-60



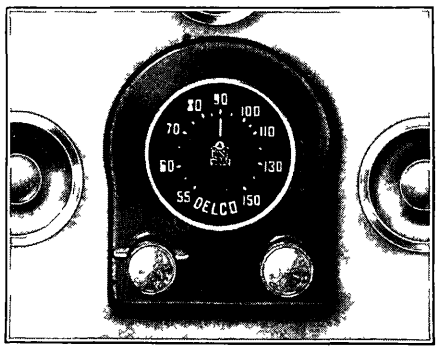
PONTIAC



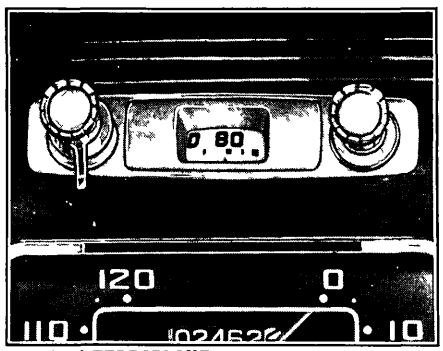
STUDEBAKER DICTATOR



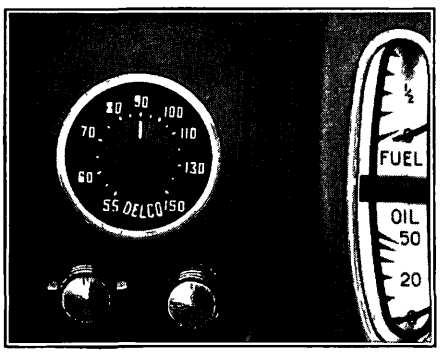
NASH



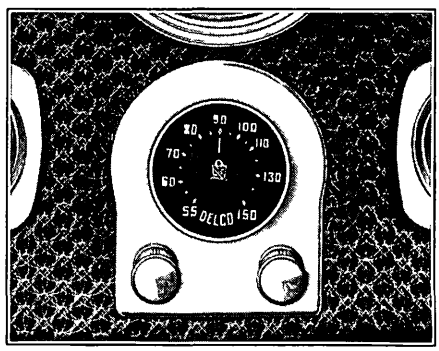
DE SOTO



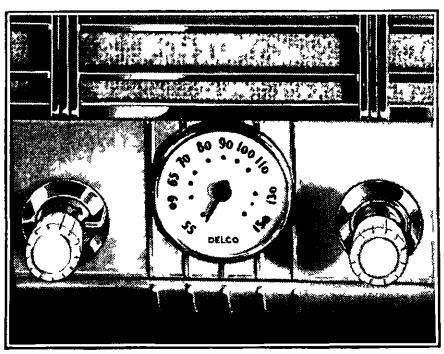
HUDSON-TERRAPLANE



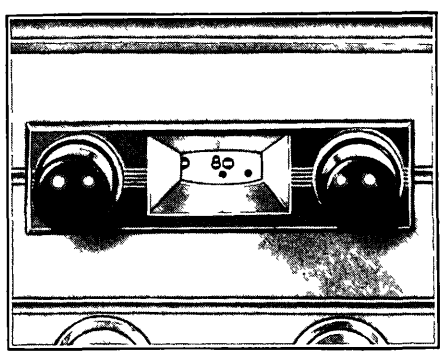
LINCOLN ZEPHYR



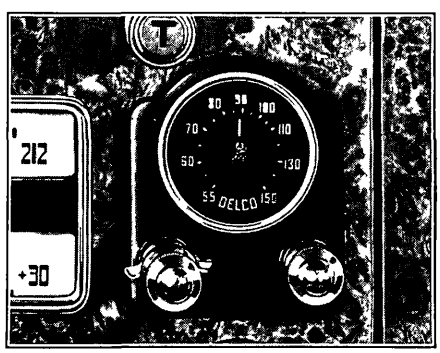
CHRYSLER ROYAL



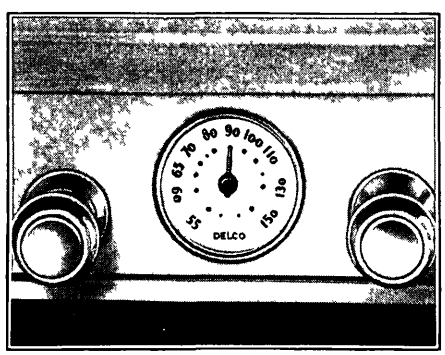
BUICK 80-90



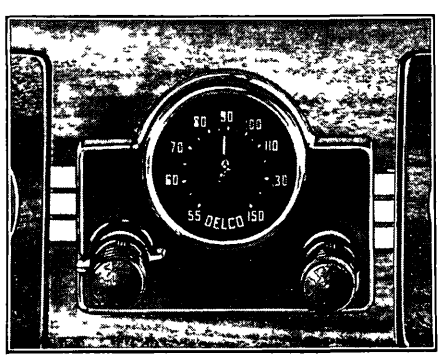
CADILLAC-LASALLE



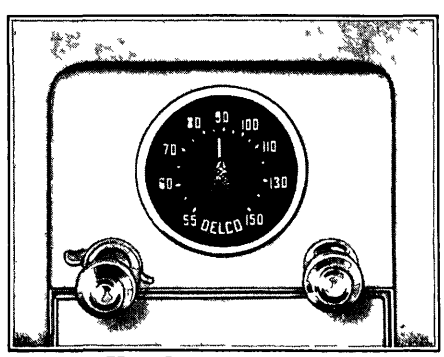
PACKARD



OLDSMOBILE



DODGE



STUDEBAKER PRESIDENT

SPECIFICATIONS FOR 1937 DELCO AUTO RADIOS

Delco Model	Type	Number of Tubes	Type of Tubes Used	Dynamic Speaker Size	Delco Syncro Tuning	Tone Control	Auto-matic Volume Control	Audio Output Stage	Watts Output	Antenna Adjust-ment	Finish	Approx Shipping Weight
R-640	Single Unit	6	2-6K7G 1-6Q7G 1-6A8G 1-6X5G 1-6F6G	5½″	Yes	Yes	Yes	Pentode	4	Yes	Suede	18 lbs.
R-641	Single Unit	6	2-6K7G 1-6Q7G 1-6A8G 1-6X5G 1-6V6G	6″	Yes	Yes	Yes	Beam Power	5	Yes	Suede	20 lbs.
R-642	Single Unit	6 All Metal	2-6K7 1-6J7 1-6Q7 1-6X5 1-6F6	8″	Yes	Yes	Yes	Pentode	5	Yes	Suede	21 lbs.
R-643	Two Unit with Header, Dash or Instrument Panel Speaker	6	2-6K7G 1-6Q7G 1-6A8G 1-6X5G 1-6V6G	5″ Header 6″ Instrument Panel 8″ Dash	Yes	Yes	Yes	Beam Power	5	Yes	Suede	20 lbs.
R-644	Two Unit with Dash Speaker Header or Instrument Panel Speaker Optional	8	2-6K7G 1-6A8G 2-6R7G 2-6V6G 1-0Z4G	8″ Dash	Yes	Yes	Yes	Push-Pull Beam Power	9½	Yes	Suede	32 lbs.

NOTE:

Choice of Custom Header Speaker Adapters, Model No. 4097 Instrument Panel Speaker or No. 4098 Dash Speaker on the Model R 643.

No. 4099 speaker unit with proper header speaker adapter or No 4097 instrument panel speaker may be used as an optional speaker with the dash speaker packed with the Model R-644 as dual speakers

Models R-641, R-643 and R-644 use the new 6V6G Beam Power Output Tube

Model R 642 uses metal tubes in all stages

Models R 642 and R 644 have automatic bass and treble compensation